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AMERICA ONLINE, INC. ANNOUNCES COMPLETION OF TWO PREVIOUSLY ANNOUNCED ACQUISITIONS: BOOKLINK TECHNOLOGIES, INC. AND NAVISOFT, INC.

Source: PR News Wire via DowVision

Date: Dec 29, 1994

Time: 11:11 am

VIENNA, Va., Dec. 29 /PRNewswire/ -- **America Online**, Inc. (Nasdaq-NNM: AMER) announces today that it has successfully closed the previously announced acquisitions of BookLink Technologies Inc. and NaviSoft, Inc.

The acquisition of these two companies is expected to strengthen **America Online's** strategic initiative of popularizing the Internet for publishers, as well as for consumers.

$42.25 / \text{share} = \$30 \text{ million}$

The BookLink acquisition closed on December 23, 1994. BookLink Technologies was formerly a wholly owned subsidiary of CMG Information Services and CMG received 710,000 shares of **America Online** common stock for all outstanding BookLink Technologies common stock. **America Online** common stock will also be reserved for outstanding employee options issued by BookLink as assumed by **America Online**. The transaction was effected on a tax-free basis as a stock-for-stock merger, as a result of which BookLink became a wholly-owned subsidiary of **America Online**.

The Navisoft acquisition closed on November 30, 1994. **America Online** issued or reserved for issuance a total of 130,000 shares of **America Online** common stock in exchange for all outstanding Navisoft common stock, preferred stock, options and warrants. The transaction was effected on a tax-free basis as a stock-for-stock merger, as a result of which Navisoft became a wholly-owned subsidiary of **America Online**.

$42.25 / \text{share} = \$5.5 \text{ million}$

In both acquisitions the **America Online** shares issued were not registered under the Securities Act of 1933 and are therefore "restricted shares," and the holders thereof are entitled to certain registration rights with respect to such shares.

America Online, Inc., based in Vienna, VA, is the nation's fastest growing provider of **online** services with the most active subscriber base. AOL offers its more than 1.5 million subscribers a wide variety of services, including electronic mail, conferencing, software, computing support, interactive magazines, and newspapers and **online** classes, as well as easy and affordable access to services of the Internet.

Founded in 1985, AOL has established strategic alliances with dozens of companies, including Time Warner, ABC, NBC, Knight-Ridder, Tribune, Hachette, IBM, and Apple Computer. Personal computer owners can obtain **America Online** software at major retailers and bookstores, or by calling

Microsoft Sells A 20% Interest In Planned Unit
TCI Buys an On-Line Stake For \$125 Million Though Service Hasn't Started
- By Jim Carlton and G. Pascal Zachary Staff Reporters of The Wall Street
Journal

Shirley
12/22/94
12/22/94

12/22/94 2:21 (WJ)

William Gates III and John Malone, two tycoons who aim to dominate the future Information Highway, are joining forces in a transaction that gives Mr. Malone's Tele-Communications Inc. a 20% stake in the on-line services unit of Mr. Gates's Microsoft Corp. for \$125 million.

The agreement, which had been rumored for some months, implies a value of \$625 million for an on-line service that doesn't exist yet, although a Microsoft executive said TCI's price included unspecified other "considerations."

The service, called the Microsoft Network, isn't expected to start until August or later next year. But Mr. Malone, TCI's chairman, is betting that the service, which was demonstrated last month at the computer industry's Comdex show, will be a big money-maker and a popular cable-television feature. He's banking on Microsoft's ability to bundle access to the service with its best-selling personal-computer operating systems.

Mr. Gates, Microsoft's chairman, in turn could get a powerful, ubiquitous distribution system for its on-line service, beyond the traditional telephone access. TCI, based in Englewood, Colo., operates the nation's biggest cable network. The two companies declined to say whether TCI, in return for its investment, will receive preferential financial terms if it chooses to provide the on-line service over its network.

Bruce Ravenel, senior vice president of a unit overseeing TCI's role in the deal, said that Microsoft isn't getting exclusive access to TCI's market of 20 million homes and that competing services such as those from America Online Inc. and Prodigy Services Co. could also be included. "We will provide whatever the customers want," Mr. Ravenel said in a conference call yesterday.

Clearly, though, Mr. Malone sees Microsoft as strategically well-positioned to compete in the burgeoning field of electronic services such as e-mail, on-line data and home banking. He is known to have been in talks recently to buy a stake in America Online, Vienna, Va., but a pact never materialized.

A Johnny-come-lately to the on-line world, Microsoft has virtually no experience selling services and faces stiff competition from America Online, Prodigy and a slew of other existing on-line providers. The backing of TCI should help, analysts said. "TCI has experience selling services to consumers, and Microsoft doesn't," said Richard Shaffer, principal of Technologic Partners, a research firm.

Equally important is TCI's sheer size. "We think we get a great partner who has strong marketing to 20 million homes that will help us become a mass-market phenomenon," Russ Siegelman, general manager of the Microsoft on-line services group, said in the same conference call with Mr. Ravenel.

In launching its on-line service, Microsoft, based in Redmond, Wash., plans to take advantage of its position as the leading supplier of basic operating software for computers. Roughly four out of every five personal computers sold world-wide come with Microsoft's DOS and Windows software. Next summer, the company plans to release a new version of this basic software program that will contain the software needed to link with and navigate through its on-line service.

Buyers of most new personal computers will receive this program, called Windows 95, with their computers -- essentially free -- but they must separately subscribe to Microsoft's on-line service. To Mr. Shaffer, that's the rub. "This is like Ford publishing a car magazine -- there's an inherent credibility problem," he said. "By bringing in TCI, Microsoft eases that problem somewhat."

Analysts called the move shrewd for both Microsoft and TCI, saying it provides synergy between Microsoft's ambitious plan to build a pervasive on-line service and TCI's ability to help distribute it. "It shores up a position for both sides," said Maureen Fleming, editor of Information Industry Bulletin, an industry newsletter in Stamford, Conn.

Microsoft's goal, analysts say, is to provide an on-line service that can be used via personal computers, hand-held communicators and interactive TV sets at home. Yesterday's announcement is bound to raise speculation that Mr. Gates is also seeking a broader deal with TCI to provide the cable carrier with operating software for its customers and its network.

For now, Microsoft is saying it wants to concentrate on kicking off its on-line services via personal computers. Mr. Siegelman said the service would start with limited features such as e-mail and news advisories, received at first by telephone. By 1996, perhaps, he said on-line data could begin streaming through TCI's cable network, which provides a much wider pipeline than telephone lines so amenities like audio and video can be included in the programs.

Mr. Malone is known for acquiring minority interests in other companies in order to obtain programming for his cable network. He wants to make that cable operation a key link in the Information Highway, the series of networks that will allow consumers to send and receive multimedia information and entertainment.

Many experts believe that cable will be a much more effective medium for such networks because it can transmit data at rates many times faster than phone lines, and is already in place. Intel Corp., for instance, is developing a cable modem that will allow computers to download data at very high speeds. The biggest current on-line services, such as CompuServe, America Online and Prodigy, have been moving toward alliances with other cable companies.

Mr. Gates is interested in nearly every aspect of multimedia networks. He wants Microsoft to supply the operating system that allows users to navigate a network and download information, software to run the network, content for the network and, with his on-line service, the network itself.

Mr. Malone and Mr. Gates have already forged digital ties. Their companies are testing Microsoft's software for interactive television, and are planning a cable channel offering information on computers.

Right now, on-line services are used by a low percentage of the 25% of U.S. households with personal computers. Those services have about seven million subscribers. But analysts estimate that the numbers of users will grow at an annual rate of as much as 30% for the next few years.

This article brought to you by Relevant™ Personal Edition™ from Ensemble Information Systems, Inc.

Microsoft Corp. Sells -2- Analysts Called The Move Shrewd

12/22/94 6:24 (BT)

Analysts called the move shrewd for both Microsoft and TCI, saying it provides synergy between Microsoft's ambitious plan to build a pervasive on-line service and TCI's ability to help distribute it. "It shores up a position for both sides," said Maureen Fleming, editor of Information Industry Bulletin, an industry newsletter in Stamford, Conn.

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(END) DOW JONES NEWS 12-22-94
6 18 AM

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High awareness of on-line services market explosion imminent

12/21/94 12:06 (PR)

NEW YORK--(BUSINESS WIRE)--Dec. 21, 1994--In a recent survey, at least four out of ten American consumers reported being aware of each of the four major on-line information services.

The surprisingly high awareness suggests that the on-line services market is due for a major takeoff in subscribership in 1995. The survey was conducted by CDB Research & Consulting Inc. the research arm of Creamer Dickson Basford, the international public relations firm. The 356 survey respondents were members of CDB Research & Consulting Inc.'s National Research Panel.

On-Line Subscription and Use

Three percent or fewer of Americans surveyed reported being current subscribers to each of the major on-line services. Past use of the services at home, work or school ranged from 11% for Prodigy and 8% for CompuServe to 1% each for Delphi/BIX and GENie:

Awareness of On-Line Services

In contrast to the relatively low subscription/use frequencies for the four major on-line services, high proportions of Americans have heard of them. Awareness (including those who have either used or only heard of the service) is highest for Prodigy (73%), Internet (58%) and CompuServe (56%) follow with America Online trailing at 44%.

"The high awareness suggests on-line services could soon have an explosion of subscribership," speculated Larry Chiagouris, managing director of CDB Research & Consulting Inc. "Taking into account this high awareness and the historical penetration rates for other technologies, plus the finding in our survey that as many as half of Americans now have home computers, we expect subscription rates to double in 1995. We're in the midst of more extensive research to more fully understand the process Americans undergo to embrace these and other new technologies available to them."

On-Line Subscribers

On-line users or subscribers (at home, work or school) appear to have at least one distinguishing characteristic: they bring technology home with them. In addition to home computers (owned by 91%), they have home modems (54%) fax machines (47%), beepers (37%), copiers (36%) and cellular phones (35%).

CDB Research and Consulting Inc. - the research arm of Creamer Dickson Basford, the international public relations firm - is a full-service research and communications strategy consulting firm headquartered in New York. CDB Research's specialties include the financial market business-to-business research, marketing and corporate communications and corporate/brand identity.

The company's proprietary National Research Panel follows consumer attitudes and trends, including perceptions and experiences with on-line information services and other technologies.

Study Methodology:

Survey questionnaires were mailed to 1,030 CDB Research & Consulting Inc. National Research Panel members across the nation. A total of 356 completed and returned the survey, a response rate of 35%.

POPULARITY OF AMERICA ONLINE CONTINUES TO SURGE; AOL NOW THE NATION'S MOST POPULAR ONLINE SERVICE WITH MORE THAN 1.5 MILLION SUBSCRIBERS

12/21/94 14:22 (PR)

VIENNA, Va., Dec. 21 /PRNewswire/ -- America Online, Inc. (Nasdaq-NNM: AMER) announced today it has surpassed the 1,500,000 subscriber milestone, having added more than half a million subscribers in the past four months alone. The Company also announced that it is now handling more than 1 million sessions each day, making it the nation's most popular online service.

"In just one year, America Online has gone from being a distant third in the online market to being the nation's most popular online service," said Steve Case, President and CEO of America Online. "The secret to our success has been happy customers who are spreading the word that AOL has a wide array of useful and fun content, presented in an engaging fashion, with a strong underlying sense of community -- all at a simple and affordable price. Our challenge remains the same: to move our services into mainstream America and the 97 million homes that have yet to explore the magic of America Online."

America Online, Inc., based in Vienna, VA, is the nation's fastest growing provider of online services with the most active subscriber base. AOL offers its more than 1.5 million subscribers a wide variety of services, including electronic mail, conferencing, software, computing support, interactive magazines, and newspapers and online classes, as well as easy and affordable access to services of the Internet. Founded in 1985, AOL has established strategic alliances with dozens of companies, including Time Warner, ABC, NBC, Knight-Ridder, Tribune, Hachette, IBM, and Apple Computer. Personal computer owners can obtain America Online software at major retailers and bookstores, or by calling 800-827-6364.

/CONTACT: Pam McGraw of America Online, 703-556-3746/
14:07 EST

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KMART GOES 'ONLINE' AMERICA ONLINE, KMART, AND SHOPPERS EXPRESS ANNOUNCE INTRODUCTION OF KMART INTERACTIVE HOME SHOPPING SERVICE

Source: PR News Wire via DowVision

Date: Dec 20, 1994

Time: 12:10 pm

VIENNA, Va., Dec. 20 /PRNewswire/ — **America Online** announced today that Kmart's shop-at-home service, Kmart Home Delivery, is now available on its computer **online** service to subscribers in the Phoenix metropolitan area. With over 1.25 million **America Online** subscribers nationwide, Kmart (NYSE: KM) is the first mass merchant retail chain in the country to provide **America Online** subscribers an interactive home delivery service of general merchandise and prescriptions in the Phoenix market.

America Online subscribers throughout the Phoenix area are able to view Kmart general merchandise and pharmacy items on their personal computer and electronically order them from their local Kmart Store. "**Online**" shoppers choose from over 8,000 products available from Kmart, including apparel, household, electronics, home furnishings, automotive and health and beauty items, etc., and prescriptions. Orders are carefully selected by specially trained Kmart employees and delivered Monday through Friday, in the afternoon or evening. Payments are made by personal checks, credit cards, and approved insurance plans for prescription orders. A service fee of \$5.95 applies to each order. The service fee for pharmacy orders is just \$2.00.

"Kmart is always looking for ways to provide customers with new and innovative services to help make their shopping experience more rewarding. With interactive home shopping, customers are able to shop our entire store in minutes," stated Paul J. Hueber, Kmart senior vice president, sales and operations.

"We're pleased to be offering **America Online** subscribers in the Phoenix area the ease and convenience of **online** ordering and same day home delivery of general merchandise and prescription from Kmart," said Ted Leonsis, President, **America Online** Services Company.

Kmart Corporation serves **America** with nearly 4,000 retail outlets including Kmart, Builders Square and Borders Group. Kmart holds a minority interest in The Sports Authority and OfficeMax. In addition to serving all 50 states, Puerto Rico, the U.S. Virgin Islands and Canada, Kmart operations extend to the Czech Republic and Slovakia and, through joint ventures, to Mexico and Singapore.

America Online, Inc. (Nasdaq-NNM: AMER), based in Vienna, VA, is the nation's fastest-growing provider of **online** services. AOL offers its more than 1.25 million subscribers a wide variety of

services, including electronic mail, conferencing, software, computing support, interactive magazines and newspapers, and **online** classes, as well as easy and affordable access to services of the Internet. Founded in 1985, AOL has established strategic alliances with dozens of companies including Time Warner, CNN, ABC, NBC, Knight-Ridder, Tribune, Hachette, IBM, and Apple. Personal Computer owners can obtain **America Online** software at major retailers and bookstores, or by calling 800-827-6364.

Shoppers Express, a company based in Bethesda, MD, pioneered the supermarket and drug store home shopping industry and currently operates in 28 states and the District of Columbia. Services are available in over 200 markets nationwide, representing 40% of the United States population. The Company currently provides a same-day, toll-free, phone based, shop-at-home delivery service to the largest food and drug retail chains throughout the United States and recently announced a merger with ShopperVision, Inc., a leader in 3D store simulations for interactive shopping.

/CONTACT: Pam McGraw of **America Online**, 703-556-3746; Mary Lorencz of Kmart Corporation 810-643-1021; or Jodi Searing of Shoppers Express, 301-229-2700/

11:55 EST

Company:

AMERICA ONLINE INC.
KMART CORP.

Industry:

GENERAL INDUSTRIAL & COMMERCIAL SERVICES
BROADLINE RETAILERS
INDUSTRIAL & COMMERCIAL SERVICES (ALL) (UMBRELLA CODE)

Subject:

INTERACTIVE & ONLINE SERVICES
NEW PRODUCTS AND SERVICES
PR NEWSWIRE
WORLD EQUITY INDEX

Market:

CONSUMER CYCLICAL
INDUSTRIAL

Geographic:

ARIZONA
MICHIGAN
NORTH AMERICA
UNITED STATES - REGIONAL NEWS CODE FOR WIRES
CENTRAL U.S.
SOUTHERN U.S.
WESTERN U.S.
VIRGINIA

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VANGUARD AND AMERICA ONLINE ANNOUNCE BREAKTHROUGH IN INVESTOR EDUCATION AND ACCOUNT SERVICE

Source: PR News Wire via DowVision

Date: Dec 19, 1994

Time: 11:55 am

Vanguard to Launch Innovative Information Service

on Nation's Fastest-Growing Consumer **Online** Service

VIENNA, Va., Dec. 19 /PRNewswire/ -- The Vanguard Group of Investment Companies, the nation's largest pure no-load mutual fund complex, and **America Online**, the nation's fastest-growing consumer **online** service, today announced plans to introduce an innovative education and information service for mutual fund investors.

The new service, called **Vanguard Online**, will be the first such effort by a mutual fund firm. It will feature four topical areas -- **Mutual Fund Center**, **Planning & Strategy**, **Vanguard News**, and **Communication** -- through which investors may learn more about investing in mutual funds, asset allocation, retirement planning, and other investment-related topics.

Vanguard will create the editorial content, provide a steady flow of new and timely information, and maintain a library of fund prospectuses, annual reports and other investment-oriented information that may be read **online**, printed, or downloaded for review later. The Communication area will include a e-mail service to Vanguard as well as interactive message boards through which interested mutual fund investors may share information and ideas.

"We have decided to take this technological leap for two reasons," said Vanguard Chairman John C. Bogle. "First, interactive **online** services offer an excellent means of delivering an extraordinary amount of up-to-date information about mutual fund investing, and in a manner that can be directed by the individual investor. Thus, it helps us to fulfill our long-standing objective of providing high-quality educational information to current and prospective mutual fund investors."

He added, "Second, we recognize that there are already more than a million subscribers who are obtaining news and other information via the **America Online** service, and that we must prepare ourselves to communicate with the increasing number of investors who will be turning to such service as a primary source of their news and investment information. This is a significant first step in that direction, and we expect other **online** initiatives utilizing the information highway will follow."

"There has been an increase in consumer demand for personal money management and investment-related services in the **online** community," said Steve Case, President and CEO of **America Online**. "We're pleased to be teaming with Vanguard to enhance our existing personal finance content, providing mutual fund education and information services for our subscribers."

Vanguard **Online** is expected to debut in mid-January. The on-screen presentation of Vanguard's material is being developed using **America Online**'s newest graphics and design technology, which features seamless integration of text, charts, and other graphic elements into a visually appealing form. Vanguard expects to have hundreds of documents available in its service area initially, and plans to add new articles, features, and services on an on-going basis.

The Vanguard Group of Investment Companies, headquartered in Valley Forge, Pennsylvania, has net assets of some \$130 billion and manages more than 85 investment portfolios owned by five million individual and institutional investors.

America Online, Inc., based in Vienna, VA (Nasdaq-NNM: AMER) is the nation's fastest growing and most active provider of **online** services. AOL offers its more than 1.25 million subscribers a wide variety of services, including electronic mail, conferencing, software, computing support, interactive magazines and newspapers and **online** classes, as well as easy and affordable access to services of the Internet. Founded in 1985, AOL has established strategic alliances with dozens of companies, including Time Warner, ABC, NBC, Knight-Ridder, Tribune, Hachette, IBM, and Apple Computer. Personal computer owners can obtain **America Online** software at major retailers and bookstores, or by calling 800-827-6364.

/CONTACT: Pam McGraw of **America Online**, 703-556-3746; or Brian S. Mattes, 610-669-6219, John S. Worth, 610-669-6224, both of Vanguard/

11:40 EST

Company:

AMERICA ONLINE INC.
VANGUARD GROUP

Industry:

FINANCIAL SERVICES
GENERAL INDUSTRIAL & COMMERCIAL SERVICES
INDUSTRIAL & COMMERCIAL SERVICES (ALL) (UMBRELLA CODE)

Subject:

INTERACTIVE & ONLINE SERVICES
NEW PRODUCTS AND SERVICES
PR NEWSWIRE

Market:

FINANCIAL
INDUSTRIAL

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AMERICA ONLINE'S BOOKLINK SUBSIDIARY NAME 'ROOKIE OF THE YEAR' ANNUAL AWARD RECOGNIZES HOTTEST NEW COMPANY IN THE COMPUTER INDUSTRY

Source: PR News Wire via DowVision

Date: Nov 21, 1994

Time: 01:08 pm

VIENNA, Va., Nov. 21 /PRNewswire/ -- America Online, Inc. (Nasdaq-NNM: AMER), announced today that BookLink Technologies, Inc., has been named "Rookie of the Year" by Byte Magazine. Earlier this month, America Online signed a definitive agreement to acquire BookLink Technologies as part of a broader strategy to establish new Internet-based products and services.

The award is given each year at the Fall COMDEX trade show to recognize the hottest new company in the computer industry. BookLink was recognized for its new InternetWorks product, a feature-rich, easy-to-use interface to a full suite of Internet applications. "We were particularly impressed with the product's multi-threading and OLE capabilities," said Selinda Chiquoine, Byte's Technical Editor.

"We join Byte Magazine in saluting the hard work, dedication and innovative thinking of BookLink's employees," said Steve Case, President and CEO of America Online. "But this award is also important because it confirms the increasing importance of the Internet to both consumers and content providers."

"When we teamed-up with BookLink earlier this month, it was because we recognized that their technical team had created a product which is clearly a full generation ahead of all other Internet-ready applications," said David Cole, President of America Online's Internet Services Company. "Internetworks is not only a world class product unto itself, it is also a foundation that delivers the ability for others to build and customize their own Internet applications."

Last week, America Online announced that Booklink's browser technology had been licensed to Microsoft for use as part of the "Internet Assistant" bundled with Microsoft Word. America Online is expected to broadly license Internetworks and other BookLink technologies to other software and service companies in the coming months.

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nation's fastest growing provider of online services with the most active subscriber base. AOL offers its more than 1.25 million subscribers a wide variety of services, including electronic mail, conferencing, software, computing support, interactive magazines, and newspapers and online classes, as well as easy and affordable access to services of the Internet. Founded in 1985, AOL has established strategic alliances with dozens of companies, including Time Warner, ABC, NBC, Knight-Ridder, Tribune, Hachette, IBM, and Apple Computer. Personal computer owners can obtain America Online software at major retailers and bookstores, or by calling 800-827-6364.

/CONTACT: Pam McGraw of America Online, 703-556-3746/
12:53 EST

Company:

AMERICA ONLINE INC.

Industry:

GENERAL INDUSTRIAL & COMMERCIAL SERVICES
INDUSTRIAL & COMMERCIAL SERVICES (ALL) (UMBRELLA CODE)

Subject:

CONTESTS & AWARDS
PR NEWSWIRE

Market:

INDUSTRIAL

Geographic:

NORTH AMERICA
UNITED STATES - REGIONAL NEWS CODE FOR WIRES
SOUTHERN U.S.
VIRGINIA

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*Rumored to have
fallen apart!*

AMERICA ONLINE'S BOOKLINK UNIT ANNOUNCES LICENSING AGREEMENT WITH MICROSOFT

Source: PR News Wire via DowVision

Date: Nov 16, 1994

Time: 11:47 am

LAS VEGAS, Nov. 16 /PRNewswire/ -- When America Online (Nasdaq-NNM: AMER) announced the acquisition of BookLink Technologies last week, it indicated that BookLink's InternetWorks technology was being embraced by leading software and media companies. During a press luncheon on Monday at COMDEX/Fall '94, Microsoft Chairman and CEO Bill Gates demonstrated Microsoft's new Internet Assistant for Word, a product developed by BookLink for Microsoft.

"We hope to establish the InternetWorks technology as the de facto standard in the Internet world," said David Cole, President of AOL's recently-formed Internet Services Company. "To create this open standard, we plan to form a global consortium consisting of major media, communications and software companies to fully leverage this extraordinary technology. The high profile Microsoft is giving Internet Assistant for Word at COMDEX gives a great boost to our efforts to establish the InternetWorks technology as a global standard."

Internet Assistant was created for Microsoft by BookLink Technologies under a licensing agreement, and makes Word for Windows the easiest, most powerful tool for creating, exploring and sharing information on the fast-growing Internet. Internet Assistant allows users, whether novice or sophisticated, to access the world of Internet information directly from Word, the world's all-time best-selling word processor. With Internet Assistant, Microsoft Word automatically generates hypertext markup language (HTML), the standard Internet file format, eliminating the need for users to learn the HTML format or spend time manually inputting the HTML tags needed to create Internet documents. With drag-and-drop ease, users can create hyperlinks between Word documents. Through the power of OLE, users can assemble compound documents using Office applications. Internet Assistant also makes it easy for organizations to create "internal Webs" by linking Word documents shared on internal network servers.

BookLink's InternetWorks technology includes complete multi-threading which will reduce delays in retrieving multiple documents; full OLE2 support, which will provide seamless integration between multiple applications and

construct on-line areas for information from, for example, magazines and television networks.

"They'll be like a mall owner," said Mary Modahl, an analyst at Forrester Research. "They'll provide ambience -- well organized, well lit -- and a means to get to it."

(END) DOW JONES NEWS 11-29-94

6 08 AM

Company:

AMERICA ONLINE INC.

Industry:

GENERAL INDUSTRIAL & COMMERCIAL SERVICES
INDUSTRIAL & COMMERCIAL SERVICES (ALL) (UMBRELLA CODE)

Subject:

INTERACTIVE & ONLINE SERVICES
WALL STREET JOURNAL STORIES
INTERNET
ACQUISITIONS, MERGERS, TAKEOVERS

Market:

INDUSTRIAL

Geographic:

NORTH AMERICA
NEW YORK
UNITED STATES - REGIONAL NEWS CODE FOR WIRES
EASTERN U.S.
SOUTHERN U.S.
VIRGINIA

DowVision on the Internet. Brought to you by Dow Jones in collaboration with WAIS Incorporated

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America Online To Buy Provider Of Internet Access

Source: The Wall Street Journal via DowVision

Date: Nov 29, 1994

Time: 6:08 am

By Jared Sandberg

Staff Reporter of The Wall Street Journal

Computer on-line service **America Online Inc.**, in a bid to expand its Internet offerings, said it intends to pay \$35 million in cash and stock to acquire a company that built a major portion of the global computer network.

America Online, Vienna, Va., said it will acquire Advanced Network Services Inc. for \$20 million cash and \$15 million in stock, based on the average market price of **America Online** shares for 20 days before finalizing the contract, which is expected to be completed by the end of January.

America Online has acquired three other companies in the past six months.

News of the impending acquisition drove shares of **America Online** — which last week carried out a 2-for-1 stock split — up \$4.125, or 11%, to close at \$40.875 on Nasdaq Stock Market trading.

Advanced Network Services, Elmsford, N.Y., provides Internet access to about 150 corporate customers. **America Online** will continue that business while also using Advanced Network Service to provide **America Online** subscribers with highspeed links to the global computer network.

"We're now well positioned to provide an overall, well-integrated solution" to get on the Internet, said Steve Case, **America Online's** chief executive. In recent weeks the company acquired two software companies to help users navigate the massive Internet and publish information on it. Six months ago the company acquired Redgate Communications Corp., a multimedia marketing firm.

Advanced Network Services was formed by International Business Machines Corp. of Armonk, N.Y. and MCI Communications Corp. of Washington to build and manage the government's stretch of the Internet, a 12,000-mile fiber-optic "backbone." But the government has been phasing out its involvement with the Internet, and many organizations have already migrated to other networks operated by telecommunications giants Sprint of Westwood, Kan., and MCI.

On Nov. 21 MCI said it would begin providing Internet access to businesses and consumers.

As it becomes apparent to industry watchers that many media companies are realizing they can put their information on the Internet themselves, some see **America Online's** move as an attempt to specialize providing access to information instead of producing it. **America Online** typically has staffers

automate Internet-related tasks; persistent caching, the ability to save graphics-intensive "Web pages" so they don't have to be retransmitted (this substantially increases the speed and usability of the World Wide Web); and an integrated and easy-to-use interface to access the full suite of Internet features, including World Wide Web, E-mail, Newsgroup discussions, Gopher, WAIS and FTP. InternetWorks offers unparalleled customization for power users, while at the same time offering low-speed modem users exceptional performance.

America Online, Inc., based in Vienna, VA, is the nation's fastest growing provider of online services with the most active subscriber base. AOL offers its more than 1.25 million subscribers a wide variety of services, including electronic mail, conferencing, software, computing support, interactive magazines, newspapers, online classes, as well as easy and affordable access to the Internet. Founded in 1985, America Online has established strategic alliances with dozens of companies, including Time Warner, ABC, NBC, Knight-Ridder, Tribune, Hachette, IBM and Apple Computer. Personal computer owners can obtain America Online software at major retailers and bookstores, or by calling 800-827-6364.

/CONTACT: Pam McGraw of America Online, 703-556-3746/
11:21 EST

Company:

AMERICA ONLINE INC.
MICROSOFT CORP.

Industry:

GENERAL INDUSTRIAL & COMMERCIAL SERVICES
SOFTWARE
INDUSTRIAL & COMMERCIAL SERVICES (ALL) (UMBRELLA CODE)

Subject:

NON-GOVERNMENT CONTRACTS
INTERACTIVE & ONLINE SERVICES
LICENSING AGREEMENTS
INTERNET
PR NEWSWIRE

Market:

INDUSTRIAL
TECHNOLOGY

Product:

ELECTRONIC PUBLISHING

Geographic:

NORTH AMERICA
PACIFIC RIM

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AMERICA ONLINE ANNOUNCES PARTICIPATION IN 2MARKET; MOVE INTENDED TO ACCELERATE CONVERGENCE OF MULTIMEDIA AND ONLINE

Source: PR News Wire via DowVision

Date: Nov 21, 1994

Time: 01:04 pm

VIENNA, Va., Nov. 21 /PRNewswire/ -- America Online, Inc. (Nasdaq-NNM: AMER), announced today along with Apple Computer, Inc. and Medior, Inc. the formation of 2Market, Inc., a new company that provides interactive shopping services for CD-ROM and online. The Company's participation is part of a series of recent moves by America Online designed to accelerate the convergence of online services with multimedia capabilities, and provide transactional services for consumers through new forms of interactive marketing.

2Market Inc.'s first service, 2Market, is an interactive personal shopping service for CD-ROM and online, featuring thousands of goods and services from 28 leading catalogs and retailers, as well as a one-step connection to America Online. Additionally, an assortment of products and services will be available on America Online and will provide content tailored to online capabilities.

"We're very pleased to be participating in 2Market," said Steve Case, President and CEO of America Online, Inc. "By reaching out to the CD-ROM titles market, AOL will strengthen current content provider and bundling partnerships, create new business opportunities, and provide customers of both CD-ROM and America Online an enriched multimedia experience."

"2Market is a great example of multimedia and online integrated together to provide a total shopping solution for America Online subscribers," said Ted Leonsis, President of AOL Services Company. "This is the first of a series of AOL companion CD-ROM products we have planned."

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including Time Warner, ABC, NBC, Knight-Ridder, Tribune, Hachette, IBM, and Apple Computer. Personal computer owners can obtain America Online software at major retailers and bookstores, or by calling 800-827-6364.

/CONTACT: Pam McGraw of America Online, 703-556-3746/
12:49 EST

Company:

APPLE COMPUTER INC.
AMERICA ONLINE INC.

Industry:

COMPUTERS
GENERAL INDUSTRIAL & COMMERCIAL SERVICES
INDUSTRIAL & COMMERCIAL SERVICES (ALL) (UMBRELLA CODE)

Subject:

JOINT VENTURES
NEW PRODUCTS AND SERVICES
PR NEWSWIRE
WORLD EQUITY INDEX

Market:

INDUSTRIAL
TECHNOLOGY

Geographic:

CALIFORNIA
NORTH AMERICA
PACIFIC RIM
UNITED STATES - REGIONAL NEWS CODE FOR WIRES
SOUTHERN U.S.
WESTERN U.S.
VIRGINIA

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